About the Communicator of the Year Selection Process

Communications professionals from across the GTA were asked to submit nominations for an industry leader who they believed deserved to be recognized for his or her communication excellence. From there, a panel of four past IABC/Toronto presidents reviewed all of the nominations in detail. After close review, nominees who met certain criteria of the award were researched further through interviews between panel members and the nominee's communications team. The panel then discussed the interviews and selected a winner. This year, the panel agreed that Dr. Catherine Zahn earned the prestigious designation of the 2011 IABC/Toronto Communicator of the Year.

About IABC/Toronto

With more than 1,750 members, IABC/Toronto is the largest IABC chapter in

SO how many people elected $CAMH CEO Catherine Zahn IABC "Communicator of the Year"?

FOUR people! Four PR hacks!

What's it WORTH?!

Ah! That's WHY!

one

camh FOUNDATION